

Sean McCarthy is trying to raise funds so he can fund a position for himself (He wants a job as Hollywood CZAR). I got this letter through our contacts. We should not disclose who - I'll tell you M.O.

Dear Property Owner;

Something important is happening in Hollywood. Since August of last year, a powerful group of Hollywood business people and civic leaders have been coming together to support important programs, influence public policy and promote the betterment of conditions in Hollywood. To assure our continued progress we need a permanent organization to represent our interests. We decided The Hollywood Boulevard Property Owners Association (HBPOA), was the appropriate representative organization. We invite you to become our partner for progress in Hollywood by joining The HBPOA.

*This is not true.*

To date we've successfully influenced Councilmember Goldberg to reverse her prior position and oppose the Metropolitan Transportation Authority Benefit Assessment. This "tax" will cost every commercial property owner, within one half mile of Hollywood & Highland and Hollywood & Vine, \$1.00/ sq. ft., this year or up to \$5.00/ sq ft. over 29 years. The Councilmember's opposition to the assessment is crucial if the assessment is to be defeated. Just as important as the Councilmember's opposition to the assessment is unified opposition by all Hollywood property owners. You need one voice to speak on your behalf. We believe The HBPOA is the right voice to represent your property interests in the matter of the MTA, Benefit Assessment.

*He is taking credit for this*

We brought attention to the inadequate management of the various private cleaning contracts for Hollywood Boulevard. Because of our effort, Councilmember Goldberg, the Department of Public Works and Community Redevelopment Agency decided to make fundamental changes in the terms of the cleaning contract to better meet the needs of Hollywood Boulevard. In January we contacted Stan Hirsh of CRA about the delays in completing the sidewalk expansion construction. Mr. Hirsh got the CRA contractor to complete the construction project in 30 days, half the time of CRA's project manager's prior prediction. With The HBPOA representing your interests you will be able to effectively demand quality services from The City and its contractors.

*He's going to take credit for what we are doing*

We have a comprehensive plan to combat crime that includes better coordination of L.A.P.D., the private security contractor and neighborhood watch. We must increase lighting on private property, fence parking lots and vacant lots and secure all vacant buildings. We must restrict street parking to residents in high crime areas and restrict non-resident vehicular access to high crime streets. To combat loitering, burglaries and squatting we must aggressively enforce the trespass laws. If we implement these measures we believe the criminals will make a smart business decision and leave Hollywood.

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These are three of the major problems that we are presently working on or anticipate tackling in the near future. But to continue this work we need to raise an initial \$30,000 from 30 contributors, to cover initial start-up expenses for the first six months of HBPOA operations. We ask you to contribute \$1,000. We are confident that other financial sources can be tapped to substantially fund the HBPOA in the future.

We will hire Sean McCarthy to be our executive director. Sean is a fifth generation Angeleno with deep roots in Hollywood. For fifteen years Sean worked as an executive consultant and is also an attorney by education. (See resume attached).

We look to Sean to aggressively attack Boulevard problems. It will be his responsibility to see that the City Municipal Code is enforced and see that our sidewalks and streets are clean. Ultimately we intend to create a self sustaining Boulevard Management District, as part of the HBPOA, to permanently oversee the street maintenance contractors. Sean will work with LAPD to come up with practical steps we property owners can take to combat crime in the community. He will act as our liaison to MTA regarding the Benefit Assessment and construction mitigation issues. Sean will maintain and expand the lines of communication between Hollywood's business community and City Hall and work to develop a Hollywood economic plan, including; local financing plan, entertainment industry retention plan, and retail enhancement plan.

We the undersigned have already made our financial commitment. Please join us as Pounding Members of The Hollywood Boulevard Property Owners Association and make the commitment to turning Hollywood around. We will be calling on you in the next few days to discuss with you our proposal and to answer any questions you may have.

Sincerely

## FAX SHEET

ATTENTION: Chris BaumgartCOMPANY: ShorelineFAX #: (213) 461-1450

re: Property Owners Association, solicitation letter.

FROM: Sean McCarthy/HBPOA

MY PHONE: (213)464-0452 ex. 33

MY FAX: (213)465-7743

DATE: May 26, 1994

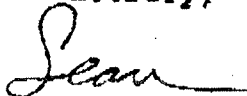
No. of pages : 3

## COMMENTS

The attached letter is a draft of the letter we will send to property owners soliciting their donation to and membership in the Hollywood Boulevard Property Owners Association. Please read, make comments and return the letter as soon as possible. We need to get the HBPOA off the ground as soon as possible. We would appreciate it if you would be one of the associations Charter Members by sending your check today.

Thank you for your participation.

Sincerely,



Sean McCarthy